

CLAIMS

What is claimed is:

1. A method for providing enhanced advertising of a 2-D video broadcast, comprising:
 - receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text;
 - generating a 3-D highlighted image from the 2-D image;
 - applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and
 - displaying the localized 3-D highlighted image to a specific viewer.
2. The method according to claim 1, wherein applying the 3-D shapes of text comprises:
 - using the 3-D shapes of text as a template; and
 - cutting the 3-D highlighted image around the template.
3. The method according to claim 2, wherein applying the 3-D shapes of text further comprises displaying a color to contrast the 3-D highlighted image.

1 4. The method according to claim 1, wherein applying the 3-D shapes of text
2 further comprises embossing the 3-D shapes of text within the 3-D highlighted
3 image.

1 5. The method according to claim 1, wherein applying the 3-D shapes of text
2 further comprises raising the 3-D shapes of text above the 3-D highlighted
3 image.
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1 6. The method according to claim 1, further comprising selecting a specific
2 3-D shapes of text for the specific viewer.
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1 7. A system for providing enhanced advertising of a 2-D video broadcast,
2 comprising:
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4 means for receiving the 2-D video broadcast, wherein the 2-D video
5 broadcast comprises a 2-D advertisement containing a 2-D image,
6 and one or more 3-D shapes of text;
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8 means for generating a 3-D highlighted image from the 2-D image;
9 means for applying the 3-D shapes of text to the 3-D highlighted image to
10 generate a localized 3-D highlighted image; and

11 means for displaying the localized 3-D highlighted image to a specific
12 viewer.

1 8. The system according to claim 7, wherein the means for applying the 3-D
2 shapes of text comprises:

3 means for using the 3-D shapes of text as a template; and
4 means for cutting the 3-D highlighted image around the template.

5 9. The system according to claim 8, wherein the means for applying the 3-D
6 shapes of text further comprises means for displaying a color to contrast the
7 3-D highlighted image.

8 10. The system according to claim 7, wherein the means for applying the 3-D
9 shapes of text further comprises means for embossing the 3-D shapes of text
10 within the 3-D highlighted image.

11 11. The system according to claim 7, wherein the means for applying the 3-D
12 shapes of text further comprises means for raising the 3-D shapes of text above
13 the 3-D highlighted image.

1 12. The system according to claim 7, further comprising means for selecting a
2 specific 3-D shapes of text for the specific viewer.

1 13. A computer-readable medium having stored thereon a plurality of
2 instructions for providing enhanced advertising of a 2-D video broadcast, said
3 plurality of instructions when executed by a computer, cause said computer to
4 perform:

5 receiving the 2-D video broadcast, wherein the 2-D video broadcast
6 comprises a 2-D advertisement containing a 2-D image, and one or
7 more 3-D shapes of text;

8 generating a 3-D highlighted image from the 2-D image;

9 applying the 3-D shapes of text to the 3-D highlighted image to generate a
10 localized 3-D highlighted image; and

11 displaying the localized 3-D highlighted image to a specific viewer.

1 14. The computer-readable medium of claim 13 having stored thereon additional
2 instructions, said additional instructions when executed by a computer for
3 applying the 3-D shapes of text, cause said computer to further perform:

4 using the 3-D shapes of text as a template; and

5 cutting the 3-D highlighted image around the template.

1 15. The computer-readable medium of claim 14 having stored thereon
2 additional instructions, said additional instructions when executed by a computer
3 for applying the 3-D shapes of text, cause said computer to further perform
4 displaying a color to contrast the 3-D highlighted image.

1 16. The computer-readable medium of claim 13 having stored thereon
2 additional instructions, said additional instructions when executed by a computer
3 for applying the 3-D shapes of text, cause said computer to further perform
4 embossing the 3-D shapes of text within the 3-D highlighted image.

1 17. The computer-readable medium of claim 13 having stored thereon
2 additional instructions, said additional instructions when executed by a computer
3 for applying the 3-D shapes of text, cause said computer to further perform
4 raising the 3-D shapes of text above the 3-D highlighted image.

1 18. The computer readable medium according to claim 13, having stored
2 thereon additional instructions, said additional instructions when executed by a
3 computer, cause said computer to further perform selecting a specific 3-D
4 shapes of text for the specific viewer.

5 19. A set top box for generating 3-D enhanced advertising from 2-D video
6 broadcasts, comprising:
7 a processor coupled to a bus; and
8 a storage device coupled to the bus, wherein the storage device is configured to
9 store instructions executed by the processor;
10 wherein the processor receives the 2-D video broadcast, wherein the 2-D
11 video broadcast comprises a 2-D advertisement containing a 2-D
12 image, and one or more 3-D shapes of text; generates a 3-D
13 highlighted image from the 2-D image; applies the 3-D shapes of
14 text to the 3-D highlighted image to generate a localized 3-D
15 highlighted image; and displays the localized 3-D highlighted image
16 to a specific viewer.

1 20. The set top box of claim 19, wherein the processor uses the 3-D shapes
2 of text as a template; and cuts the 3-D highlighted image around the
3 template.

1 21. The set top box of claim 20 wherein the processor displays a color to
2 contrast the 3-D highlighted image.

- 1 22. The set top box of claim 19, wherein the processor embosses the 3-D
2 shapes of text within the 3-D highlighted image.
- 1 23. The set top box of claim 19, wherein the processor raises the 3-D shapes
2 of text above the 3-D highlighted image.
- 1 24. The set top box of claim 19, wherein the processor selects a specific 3-D
2 shapes of text for the specific viewer.